

LEO BURNETT U.S.A.

a subsidiary of the burnett company, inc.

Ad No. 1186—"LIP SERVICE"—Reg. No. 14628—Pages—(54 x 11 1/4 inches)—4/2—Smoker Supplement, 1982 (A)  
Printed in U.S.A.



**Lip service.**

Our filter provides a unique service.  
It keeps your lips from touching the tar that builds up on the filter.

Flush filters can't do that.  
That's why Parliament Lights are so tastefully light.

Which is why our service always comes with a smile.  
Yours.



**Only Parliament Lights has the famous recessed filter.**

Available in Soft Pack, Box and 100's.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

© Philip Morris Inc. 1982

Large: 9 mg "tar," 0.8 mg nicotine—100's; 12 mg "tar," 0.9 mg nicotine av. per cigarette. FTC Report Dec. 81.



Source: <https://www.industrydocuments.ucsf.edu/docs/nsjn0003>

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